

**A STUDY OF RELATIONSHIP BETWEEN FAMILY SUPPORT, ROLE MODEL
AND FINANCIAL SUPPORT TOWARDS ENTREPRENEURIAL INCLINATION
AMONG UUM NON-BUSINESS STUDENTS.**

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UNIVERSITI UTARA MALAYSIA

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By

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ABSTRAK

Kajian mengenai kecenderungan keusahawanan telah berkembang sejak sedekad yang lalu. Terdapat banyak faktor yang mempengaruhi kecenderungan seseorang terhadap keusahawan termasuklah faktor dalaman mahupun faktor luaran. Kajian ini berkait rapat dengan beberapa teori dan antaranya ialah Teori Tindakan Perancangan yang mana menyatakan kecenderungan boleh dikategorikan sebagai sikap individu. Tujuan kajian ini adalah untuk mengenalpasti samada factor-faktor seperti sokongan keluarga, sokongan kewangan serta idola akan mempengaruhi kecenderungan keusahawanan dikalangan pelajar bukan jurusan perniagaan dari Kolej Sains dan Sastera, Universiti Utara Malaysia. Mereka terdiri dari sekolah yang berlainan iaitu Perkomputeran, Pendidikan dan Bahasa Modern, Teknologi Multimedia dan Komunikasi, Pembangunan Sosial dan juga Sains Kuantitatif. Penglibatan pelajar dari sekolah Perkomputeran serta Teknologi Multimedia dan Komunikasi adalah sangat penting dalam melihat kecenderungan mereka untuk menceburi bidang keusahawanan kerana penglibatan uasahawantekno semakin diperlukan di negara kita. Selain itu, faktor demografik seperti jantina dan etnik juga diuji untuk melihat kecenderungan terhadap keusahawanan dan kemudian dibuat perbandingan dengan kajian-kajian lepas. Kajian menunjukkan faktor jantina dan etnik tidak mempengaruhi kecenderunagn pelajar terhadap bidang keusahawanan. Sebanyak 320 daripada 350 kaji selidik telah dikembalikan dengan kadar 92 %. Ujian statistic seperti deskriptif ,kekerapan , ujian t, kesinambungan dan ANOVA telah digunakan untuk menganalisis data. Kajian ini telah membuktikan bahawa sokongan keluarga, idola serta sokongan kewangan mempengaruhi kecenderungan keusahawanan di kalangan pelajar-pelajar bukan jurusan perniagaan. Kajian juga sangat membantu dalam memberi kesedaran bahawa pelajar yang bukan berlatarbelakangkan perniagaan juga mungkin cenderung untuk terlibat dalam keusahawan. Oleh itu, sokongan dari pelbagai pihak seperti pihak universiti, badan-badan NGO serta pihak kerajaan mampu membantu mereka untuk menjadi usahawan yang berjaya.

ABSTRACT

Entrepreneurial inclination has been widely studied since decades ago. A lot of factors can be associated with the behavior of entrepreneurial inclination either internal or external factor. This study was relevantly related with Theory of Planned Behavior which explains that intention can determine behavior of individual. The purpose of this study is to identify whether factors such as family support, financial support as well as role model will influence the inclination among UUM non-business students specifically from College of Arts and Science. They are from different school such as Computing, Education and Modern Language, Multimedia Technology and Communication as well as Quantitative Science. The involvement of students from school such as Computing and Multimedia Technology and Communication are important in order to see their intention to become entrepreneurship as nowadays technopreneur are increasingly needed for the development of our country. Besides, the common demographic such as gender and ethnic also will be determined and compared with previous findings. The findings show no significant different for gender but there is significant difference for ethnicity toward entrepreneurial inclination. 320 out of 350 questionnaires have been collected with the response rate of 92%. Descriptive statistics, frequency, independent t-test, correlation as well as one way ANOVA have been used to analyze the data. This study had proved that family support, role model and financial support influence the entrepreneurial inclination among non-business students. This study helps people to realize that students who do not come from business studies as well have potential to be an entrepreneur. Thus, supports from various parties such as university authorities, NGOs and government would help them to become a successful entrepreneur.

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CHAPTER ONE

INTRODUCTION

1.0 Background of study

The numbers of graduates either from public or private universities are increased yearly but the service demand are not sufficient for them to fill in. The proliferation numbers of graduates also has increased the competition among themselves, especially to fill in the job vacancy that available in the market. Thus, graduates should broaden their job scope by looking at entrepreneurship as their potential career and not only limit themselves to be employed. It is due to the fact that academic qualification is no longer can guarantee their immediate employment after their graduation and it leads to the national issue that is unemployment among graduate (Morshidi et al., 2008; Norasmah & Salmah, 2009).

During last decade, entrepreneurship has gained attention from both scholars and also policy makers. Entrepreneurs are important to accelerate economic development of a country through generating new ideas and converting into profitable attempt. Nowadays, entrepreneurship has developed globally and in Malaysia as well, government itself has provided more programmes for new entrepreneur as well as young entrepreneurs to develop their own business. In order to develop a successful entrepreneur, early exposure to knowledge and entrepreneurial skill are very important. This attempt has been made to change the attitude and perspective of young people towards entrepreneurship and to encourage entrepreneurial activity. For example, Young Entrepreneurship Programme (YEP) is an eighteen- month

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